

CLAIMS

1. Method of estimating call intents and recalls in a call centre, characterised in that it comprises the following steps:

- (a) to assess N corresponding to the number of periods during which the recall assessments are performed;
- (b) to assess α_i representing the proportion of disconnected calls that call back during the i^{th} period following disconnection;
- (c) to assess β_i representing the proportion of abandoned calls that call back during the i^{th} period following the abandon;
- (d) to assess the call status variables:
 - $Dec(p)$ representing the number of calls disconnected during a period p ;
 - $Abd(p)$ representing the number of calls abandoned during a period p ;
 - $Reçus(p)$ representing the number of calls received during said period p ;
- (e) to estimate the number of recalls, $rappels(p)$, during said period p , with

$$rappels(p) = \sum_{i=0}^N \alpha_i \cdot dec(p-i) + \beta_i \cdot abd(p-i), \text{ where } p-i \text{ represents the}$$

period that precedes p of i periods

- (f) to assess the number of call intents during a period p , $intentions(p) = reçus(p) - rappels(p)$.

2. Method of estimating call intents and recalls in a call centre according to claim 1, characterised in that the coefficients α_i and β_i are calculated by linear regression in at least one representative sample.

3. Method of estimating call intents and recalls in a call centre according to claim 1, characterised in that said estimation is performed without systematically recording the identifier of each call received.

4. Method of estimating call intents and recalls in a call centre according to claim 1, characterised in that the capacity of said call centre is adapted according to said estimation.

5. System for estimating call intents and recalls in a call centre comprising calculation equipment connected to equipment associated with the call-answering stations, characterised in that the calculation equipment comprises means for counting the number of disconnected calls *Dec*, the number of abandoned calls *Abd*, the number of received calls *Reçus* and calculation means for determining the coefficients α_i , β_i and *N*, as well as calculation means for determining the variables of the number of recalls and the number of call intents

$$rappels(p) = \sum_{i=0}^N \alpha_i \cdot dec(p-i) + \beta_i \cdot abd(p-i) \text{ and } intentions(p) = re\acute{c}us(p) - rappels(p),$$

where *N* corresponds to the number of periods during which the assessment of recalls takes place;

α_i representing the proportion of disconnected calls that call back during the i^{th} period following disconnection;

β_i representing the proportion of abandoned calls that call back during the i^{th} period following abandon;

p-i represents the period that precedes *p* of *i* periods.

6. System for estimating call intents and recalls in a call centre according to claim 5, characterised in that it comprises at least one Automatic Call Dispatcher (ACD).